

Aloha Michael,

Yes I am encl. the brochure
for its visual effect. ^{5078 '99 SEP 29 AM 29} Please care
and do all that you can do to
change government's requiring such
cruel, horrible, sad, unnecessary
animal testing. Please the government
needs to allow the in vitro tests be
substitute.

You are in a position of power.
Make History. Do it for the
WHOLE. Thank you

Sincerely
Claudia J. M. Frost
PO BOX 1492
Anahola, HI 96703

99P-0485

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PROCTER & GAMBLE: A LEADER IN ANIMAL CRUELTY

P&G claims to be a world leader in researching humane testing methods. But the reality is that P&G spends more money in seven days on advertising than it has spent in 11 years on alternatives to painful and lethal animal tests.

These cruel and unnecessary experiments are paid for with profits from the sale of P&G products. Every bottle of Pantene, every tube of Crest, every packet of Tampax tampons, and every box of Tide, Bounce or Bold that is purchased means more money for painful experiments.

BOYCOTT PROCTER & GAMBLE SHOP CRUELTY-FREE

Use your power as a consumer to stop animal suffering. With your help, we can force P&G to join the hundreds of other manufacturers that do not test on animals. These companies use superior testing methods, such as cell cultures, chemical tests and computer modeling. We think you would agree — going without P&G products is a small price to pay to end animal suffering.

Help spread the word to your family, friends, and co-workers. Contact IDA for additional brochures and a complete list of P&G products, as well as a list of companies that do not test on animals.

Write CEO John Pepper at Procter & Gamble Co., P.O. Box 599, Cincinnati, OH 45201. Or, call P&G at (800) 543-7270, and let them know you have joined IDA's global boycott and will continue to boycott all P&G products until they stop animal testing. (Call the P&G toll-free number often!)

Write the Food and Drug Administration (FDA) and demand that they stop requiring cruel and obsolete animal tests for pharmaceuticals and instead allow the companies to substitute *in vitro* tests for the safety of both humans and animals. Write:

Michael A. Friedman, Commissioner
Food and Drug Administration
Parklawn Bldg., 5600 Fishers Lane
Rockville, MD 20857

131 Camino Alto
Mill Valley, CA 94941
(415) 388-9641 • www.idausa.org



A BEHIND THE SCENES LOOK AT...



PROCTER & GAMBLE'S ANIMAL TESTING

WARNING: GRAPHIC PHOTOS INSIDE



The video images shown on this page were extracted from an undercover video taken in a Procter & Gamble contract lab. Although P&G has suspended its contract with this particular laboratory, these video images graphically convey the terror, suffering and death perpetrated on tens of thousands of innocent animals in P&G "contract" laboratories across the nation and around the world. The video extracts show experiments carried out on 48 monkeys to test a P&G nasal decongestant already in use by human volunteers. Rubber tubes were forced up the monkeys' noses and then down their throats so that large doses of the product could be pumped into their stomachs.

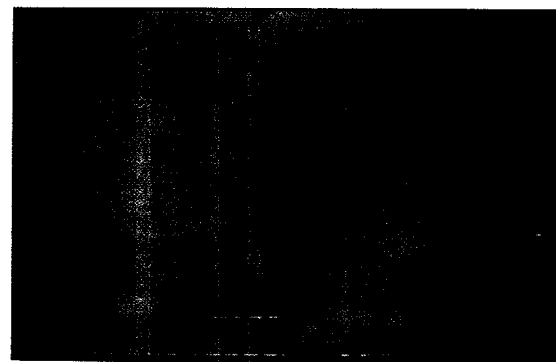
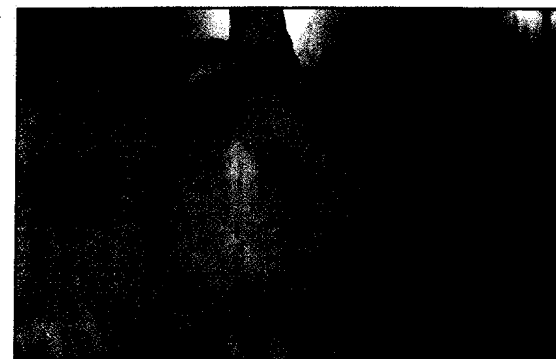
If you buy P&G products, you are funding animal cruelty.

In P&G's cosmetic and household product testing, caustic chemicals are forced into rabbits' eyes and applied to their raw, shaved skin.

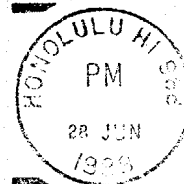
Laboratory workers lock the rabbits in restraining devices so they are unable to move while chemicals burn into their eyes and skin. The rabbits are given no sedatives or pain killers to ease their suffering. They sometimes break their necks and backs in a desperate struggle to get away.

Those who survive are used again...until they are finally killed.

P&G's innocent victims include rabbits, guinea pigs, hamsters and ferrets. Even though these tests are not required by law, P&G insists on continuing this torture.



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